

NOTES GALLERY OWNER'S MEETING—WEDS., JUNE 17TH 2009

RICHARD SCHAVE, DIRECTOR
DOWNTOWN LOS ANGELES ART WALK
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1. MISSION STATEMENT

The Downtown Los Angeles Art Walk operates on the second Thursday of each month, celebrating art, creativity and cultural diversity in the Historic Core neighborhood, transforming the community with filled streets and packed local businesses. Our goal is to harness this momentum to craft long-term policies for economic stabilization, job creation and the promotion of positive public space, all while preserving the dynamic balance of local history and culture.

2. IT IS A PROCESS, NOT AN INDIVIDUAL

By putting the Downtown Art Walk into a California Public Benefit Corporation (more commonly known as a nonprofit), its mission is put literally into a public trust for the benefit of those it is directed to steward. This structure was selected to provide organizational and administrative support for the event and ensure its continuity for years to come. No one individual owns or runs the corporation, and it is not a private, corporate, for-profit entity. The corporation is governed by a Board of Directors, with have officers entrusted to protect and maintain the entity per the direction of the board's policies.

3. ALL DECISIONS MADE ARE FOR THE PUBLIC BENEFIT OF THOSE WHO THE ENTITY SUPPORTS AND FOSTERS

The Downtown Los Angeles Art Walk, as a non-profit, allows for those who sponsor it (the constituents) to benefit from its programs. Individuals who support Art Walk have a better experience for their direct involvement. They shape and are shaped by the event.

4. ASSETS STAY WITHIN THE NONPROFIT

All assets of the entity stay within the corporation, and can never be passed on to private individuals, even if the entity dissolves. The assets must be passed on to another non-profit with a similar focus. This applies to all assets, intellectual property as well.

5. REVENUE

5.1. Private Donations—501 (c)(3). Once the Downtown Art Walk receives its 501 (c)(3) status, donations from the general public will be tax deductible.

5.2. Fees. Sponsorship fees from participating galleries and restaurants will be an important source of funds, especially as we await approval of our non-profit status.

5.3. Corporate Sponsorship & Grants. A sizable portion of the time devoted to the management of the Downtown Art Walk will be split between the raising of funds from corporate level sponsors and grants. These funds will be used for programming, advertising and the development of an improved public event.

6. STRUCTURE

6.1. Board of Directors.

- (1) Kim Cooper
- (2) David Hernand
- (3) Shane Guffogg
- (4) Marc Loge
- (5) Sandie Richards
- (6) Richard Schave
- (7) Bonnie Tseng
- (8) Wicks Walker

6.2. Gallery Owner Advisory Committee. An advisory committee with whom the Board of Directors looks to to distill the committee's concerns and goals into a coherent set of policies which integrate with the rest of the Downtown Art Walk's programs and direction.

: Director of Gallery Owner Advisory Committee—TBA

The director's role is to act as the interface between the gallery owners and the board.

7. BOARD MEMBER BIOGRAPHY

7.1. Kim Cooper. Kim Cooper's genre-busting bio is testimony her creative dynamism. She is the creator of 1947project, the crime-a-day time travel blog that spawned Esotouric, the offbeat bus adventure company that upends the concept of a group tour with its provocative excursions. Spin-off local history blogs include On Bunker Hill and the new inSROland, which shares its borders with the Downtown LA Art Walk. At the Art Walk, Kim can usually be found on the Hippodrome shuttle, working with performers and helping newcomers experience the event.

Kim received her MA in Art History from UC Santa Barbara, was exhibition coordinator for the Museum of Contemporary Art's landmark performance art survey "Out of Actions," and curated Gary Leonard's debut downtown architectural photography show, "Phoenix." For fourteen years Kim published and edited Scram, a journal of unpopular culture dedicated to celebrating neglected musical genius. Her pop history books include "Bubblegum Music is the Naked Truth," "Lost in the Grooves" and the best-selling 33 1/3 series title "Neutral Milk Hotel's 'In the Aeroplane Over the Sea.'"

As a publicist, for her own projects and a select group of clients, including writers, filmmakers, restaurants, pop groups and a fire-fighting goat, Kim has gotten coverage

on NPR's Talk of the Nation, *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times*, *Los Angeles Magazine*, *The Guardian*, *The Times of London* and all local TV networks. Her one-month campaign to preserve the LA Public Library's book buying budget and staffing resulted in a reversal of a planned \$1.6 million budget cut by the city's Budget and Finance Committee.

7.2. David Hernand. David M. Hernand is a partner of the well-known law firm Gibson, Dunn & Crutcher. He is co-chair of the firm's Media, Entertainment and Technology Practice Group, a member of the Mergers & Acquisitions Practice Group and the Business Restructuring and Reorganization Practice Group. Hernand advises companies, investment banks, private equity and venture capital firms and high net-worth individuals and families in public and private merger and acquisition transactions, corporate control contests, strategic partnering arrangements, public and private capital raising transactions and general company representation matters. David has handled transactions involving companies including Business.com, Club Penguin, DemandMedia, Homestore, Intermix (MySpace), IGE, LegalZoom, LowerMyBills, PriceGrabber, ProvideCommerce, Rent.com, ReachLocal and SeeBeyond.

Prior to joining the firm, Mr. Hernand had practiced with Latham & Watkins since 1994, with a two-year hiatus as managing director at Idealab, a Pasadena, California-based technology company incubator and later as CEO of New.net, an Idealab portfolio company. Mr. Hernand serves Vice-Chair of the Corporations Committee of the Business Law Section of the California State Bar, is a proud board member of The Painted Turtle and is a member of the Socrates Society Steering Committee of the Aspen Institute.

7.3. Shane Guffogg. Shane Guffogg was born in Los Angeles, and raised on an exotic bird farm in the San Joaquin Valley. His interest in painting began as a youth and was solidified when he traveled to Europe and the Soviet Union and was exposed to the Masters. He received his B.F.A. from Cal Arts in the mid 1980s, and during his studies he interned with Gary Stephan.

He relocated to Los Angeles, where he lived in Venice Beach and worked as a Studio Assistant for Ed Rucha from 1989 until 1995. During this period, his work began exploring the iconography of Ancient, Classical, Renaissance, Modern and Contemporary cultures, and the relationships among the various times and peoples. The resulting works contain its own language of sign and symbol, and in its patterning, visual depth, and light, simultaneously referring to emotion, the human spirit, and to the unseen worlds of Quantum Physics and Super String Theory. Guffogg began exhibiting in 1989 and has been included in countless gallery and Museum exhibitions around the world.

In 2003, Guffogg wrote the initial draft of a manifesto about the current state of painting, which eventually became the corner stone for Pharmaka. A permanent home for the philosophy of Pharmaka was found and established on the corner of 5th and Main in downtown LA. Pharmaka was created as a non-profit to explore issues in contemporary painting, giving both artists and curators a platform to engage the public in this visual dialogue of art. Guffogg is a co-founder and President of the non-profit Corporation known as Pharmaka.

Guffogg has lectured at the Savannah College of Art and Design (SCAD), Pharmaka and the Orange Countys Art Crowd. He has curated numerous exhibitions and is represented by Leslie Sacks Fine Art. Guffoggs involvement with the art community of Los Angeles extends to his seat on the board of the downtown neighborhood council, representing Arts, Culture and Education and he also co-chairs the downtown Arts committee.

7.4. Marc Loge. Marc Loge is a resident of downtown Los Angeles and is currently on the Board of Directors and the past Chair of the Marketing Committee for the Downtown Center Business Improvement District. Marc has over 25 years experience working in television and feature film production as well as computer technologies. After receiving a Bachelor of Science in Chemistry from Indiana University, Marc relocated to Southern California where he put his hard-earned degree to work as a CBS page. For 8 years he worked with Landmark films as a post production Coordinator, Executive Assistant to the President and VP of Feature Casting and was involved with several feature projects including "Out of Africa", "Airplane" and "Kiss of the Spider Woman", as well as the operations of the Landmark Theater chain. Realizing he had made a serious vocational error, Marc's interest in digital editing and computer software led him to develop an inventory program called "Art Manager" for Museums, Art and Antique Dealers which he marketed for 12 years. In 2004, the Bonaventure Hotel and the Interstate hotel chain hired Marc to establish a newly created business development department using e-marketing campaigns, social media and promotions for the hospitality industry. He is currently employed as the Director of Public Relations at the Wilshire Grand Hotel. Marc has had a strong interest in civic causes and has produced several fundraising events including "City Live", benefiting the Weingart Center in downtown Los Angeles, "An Evening In The Wings With Itzak Perlman", benefiting the Tree People, "By Design", benefiting Project Angel Food, "Labor Day LA - Black Tie Gala", benefiting AIDS Project Los Angeles, and "(Christmas) Tree Spree", benefiting the Foundation for Educational Research to name a few.

7.5. Sandie Richards. Rev. Sandie Richards received her Master of Divinity degree from Union Theological Seminary in the City of New York, specializing in urban mission. She was first ordained as a United Methodist Pastor in 1993.

The United Methodist tradition is one of worship, study, and action; Rev. Richards faith in action has led her to become an advocate for living wages, affordable housing, freedom to marry, fair treatment of immigrants, and help for the homeless. She is recognized as one of Los Angeless premier interfaith leaders for social justice.

7.6. Richard Schave. Richard Schave is the Director of the Downtown Los Angeles Art Walk, a California public benefit corporation, which serves as custodian of this very successful project and is charged with the continued expansion and organization of the event. Mr. Schave became involved with the Art Walk when he was asked to host the free shuttle, which he transformed from a staid DASH bus to the vibrant curated Hippodrome performance space that is among Art Walk's signature images. Richard's passion for downtown Los Angeles is life long: he memorized page 634 in the Thomas Guide when he was 15, so he could go to Cole's once he had his driver's license. Richard has a deep and fundamental

interest in the history of public space in downtown. He is the web architect of On Bunker Hill, a social history site dedicated to revealing the lost lore of a demolished neighborhood, and leads occasional bus and walking tours that explore the notion of creating positive public space in the urban center. Richard has been at various times an art historian, a mason, an HVAC technician, an independent film producer, a computer programmer and the host and author of the Esotouric bus adventure series of literary and architecture bus tours. Richard has spoken about urban development in Los Angeles at Zocolo at the Hammer Museum and at the Canadian Centre for Architecture in Montreal. His preservation activities include the landmarking of Charles Bukowski's East Hollywood home, the survival of the Union 76 gas station signs and a campaign to name a street corner in honor of downtown bard John Fante.

7.7. Bonnie Tseng. Bonnie Tseng is an Assistant Vice President and Community Reinvestment Act (CRA) Contributions Officer with City National Bank charged with overseeing their CRA Departments annual contributions budget and CRA community involvement for California, New York, and Nevada. She joined City National in 2005 following her six-year career in entertainment and marketing which began as a Director of Operations for a boutique art studio, and later as an agent for over 30 artists working in film, commercials, and TV. She eventually transitioned into the music industry as Director of Artists and Repertoire (A&R), talent manager, and business manager for a record label.

Bonnie currently volunteers on several boards, development, advisory, and event committees for organizations including: Center for the Pacific Asian Family (CPAF), Salvation Army Alegria, Chrysalis, Para Los Nios, and Shelter Partnership. She also participates in Step Up Womens Network, the LA Downtown Center Business Improvement Districts (DC BID) Marketing Committee, and Bankers In Support Of (BISO). Her corporate philanthropy and service to the community has earned her several awards. It is one of her personal missions to help end homelessness to improve the quality of life in L.A. County.

7.8. Adam “Wicks” Walker. Adam “Wicks” Walker has founded and built numerous companies in the Internet media, advertising and technology sectors, thrice landing among the top 100 of the Inc. 500 list of fastest-growing private companies in the U.S. He is the strategist and dealmaker in each company, and commonly oversees marketing, branding, communications, and corporate finance. Known as a fierce negotiator, he has led numerous venture and private equity investments, debt and liquidity financings for companies he has been involved with, securing more than \$100 million to date in nearly a dozen transactions, with total valuation approaching over a billion. Walkers most recent company is Hydra, one of the leading online advertising networks, where he was a founding partner and served as Chief Strategy Officer and Acting CFO. He is also a partner in entertainment production company Intrinsic Entertainment/FNB, and music recording and technology company Organism Music.

Wicks is an Internet industry innovator, speaker, and author. In 2000, he was nominated for the Ernst and Young Entrepreneur of the Year Award, and won the organizations prestigious Award for Business Leadership. Since then, he has had companies featured often among the fastest growing lists of the Los Angeles Business Journal, the Deloitte

Technology Fast 50, the Inc. 500, and others. He lives in the Hollywood Hills and enjoys music, art, motorcycles, architecture, and the pursuit of perfect sushi.

Press coverage has included AdRants, Adotas, Advertising Age, American Banker, BusinessWeek, Forbes, The Industry Standard, Internet Retailer, the Los Angeles Business Journal, The Los Angeles Times and many others.